

ABSTRACT

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UI/UX REDESIGN WITH DESIGN THINKING METHOD ON WASTE4CHANGE WEBSITE SEND YOUR WASTE

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(xii + 73 + Appendix)

Waste4Change was first present in 2014 which started from a discussion between two companies, namely PT Greeneration Indonesia and PT Bumi Lestari Bali (Ecobali) in the field of waste management. Waste4Change provides Recycle With Us (RWU) service with several programs such as Send Your Waste (SYW) Regular and Reward Points. The waste4change website manager gets reports from users about website problems. The problem that often occurs is that users experience difficulties when sending packages and problems with payments which sometimes can also be caused by miscommunication in flow and copywriting. Waste4Change wants to improve the feature design in the SYW program, both regular and reward points. The features that will be improved are the main recycle page, shipping page, payment page and reward points page. For this reason, a redesign of the design is made so that users can easily use the website and do not experience difficulties when sending packages. The redesign of the Waste4Change Send Your Waste website uses the Design Thinking method which consists of 5 stages, namely Empathize, Define, Ideate, Prototype and Test. Desktop-based prototype testing, successfully redesigned in this study. The average SEQ value for each task is > 5.5 out of 4 assigned tasks, to 3 respondents when usability testing is carried out using the Single Ease Question.

Bibliography (2002 – 2021)